AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions of the claims in the Application. With reference to the listing it is noted that, herewith, claim 95 is amended. No new matter has been added.

Listing of Claims

1. (Previously Presented) A method, comprising:

receiving data at a first hand-held device;

determining, at the first hand-held device, a match between the data received at the first hand-held device and data held by a second hand-held device within a short-range communication range of the first hand-held device;

creating a log entry in accordance with the match; and

providing a recommendation to a user of the first hand-held device relating to the data received at the first hand-held device after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first hand-held device and data held by one or more other hand-held devices encountered within the short-range communication range of the first hand-held device.

2. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device includes at least an identifier for data held by the second hand-held device.

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3. (Original) The method of claim 2, wherein the identifier is a unique identifier.

4. (Original) The method of claim 2, wherein the identifier is an international standard book number.

5. (Previously Presented) The method of claim 2, wherein the identifier is an international mobile equipment identity identifier.

6. (Previously Presented) The method of claim 2, wherein the data received at the first hand-held device includes a data element held by the second hand-held device.

7. (Original) The method of claim 6, wherein the data element is a phone number.

8. (Original) The method of claim 6, wherein the data element is a universal resource locator.

9. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is not browsable by the user.

10. (Original) The method of claim 1, further comprising determining if the user already possesses data relating to the socially-relevant recommendation.

11. (Original) The method of claim 1, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

12. (Original) The method of claim 1, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

13. (Previously Presented) The method of claim 1, wherein the recommendation is provided after the user performs an operation with the first hand-held device.

14. (Previously Presented) The method of claim 1, wherein the recommendation suggests to the user addition of data relating to the data received at the first hand-held device.

15. (Previously Presented) The method of claim 14, wherein the data suggested for addition is held by the second hand-held device.

16. (Previously Presented) The method of claim 1, wherein the first hand-held device employs short-range communication in communicating with the second hand-held device.

17. (Previously Presented) The method of claim 16, wherein bluetooth is employed for the short-range communications.

18. (Previously Presented) The method of claim 1, wherein a one-way hash of a unique identifier associated with the second hand-held device is employed in creating the log entry.

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19. (Original) The method of claim 1, wherein one or more criteria provide for weighting of log entries.

20. (Original) The method of claim 1, wherein the recommendation is not provided after expiration of a validity period.

21. (Previously Presented) The method of claim 1, wherein the data received at the first hand-held device is updated.

22. (Original) The method of claim 1, wherein the user is directed to a source for information regarding data suggested by the recommendation.

23. (Original) The method of claim 1, wherein an advertiser learns if the user complied with the recommendation.

Claims 24-47 (Canceled)

48. (Previously Presented) A system, comprising:

   a memory having program code stored therein; and

   a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

   wherein the program code, when executed by the processor, causes the processor to perform:

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receiving data at a first hand-held device;

determining, at the first hand-held device, a match between the data received at the first hand-held device and data held by a second hand-held device within a short-range communication range of the first hand-held device;

creating a log entry in accordance with the match; and

providing a recommendation to a user of the first hand-held device relating to the data received at the first hand-held device after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first hand-held device and data held by one or more other hand-held devices encountered within the short-range communication range of the first hand-held device.

49. (Previously Presented) The system of claim 48, wherein the data received at the first hand-held device includes at least an identifier for data held by the second hand-held device.

50. (Original) The system of claim 49, wherein the identifier is a unique identifier.

51. (Original) The system of claim 49, wherein the identifier is an international standard book number.

52. (Previously Presented) The system of claim 49, wherein the identifier is an international mobile equipment identity identifier.

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53. (Previously Presented) The system of claim 49, wherein the data received at the first hand-held device includes a data element held by the second hand-held device.

54. (Original) The system of claim 53, wherein the data element is a phone number.

55. (Original) The system of claim 53, wherein the data element is a universal resource locator.

56. (Previously Presented) The system of claim 48, wherein the data received at the first hand-held device is not browsable by the user.

57. (Original) The system of claim 48, wherein the processor further performs determining if the user already possesses data relating to the socially-relevant recommendation.

58. (Original) The system of claim 48, wherein the recommendation is provided at a particular period of time after the one or more criteria have been met.

59. (Original) The system of claim 48, wherein the recommendation is provided at a particular time of day after one or more criteria have been met.

60. (Previously Presented) The system of claim 48, wherein the recommendation is provided after the user performs an operation with the first hand-held device.

61. (Previously Presented) The system of claim 48, wherein the recommendation suggests to the

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user addition of data relating to the data received at the first hand-held device.

62. (Previously Presented) The system of claim 61, wherein the data suggested for addition is held by the second hand-held device.

63. (Previously Presented) The system of claim 48, wherein the first hand-held device employs short-range communication in communicating with the second hand-held device.

64. (Previously Presented) The system of claim 63, wherein bluetooth is employed for the short-range communications.

65. (Previously Presented) The system of claim 48, wherein a one-way hash of a unique identifier associated with the second hand-held device is employed in creating the log entry.

66. (Original) The system of claim 48, wherein one or more criteria provide for weighting of log entries.

67. (Original) The system of claim 48, wherein the recommendation is not provided after expiration of a validity period.

68. (Previously Presented) The system of claim 48, wherein the data received at the first hand-held device is updated.

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69. (Original) The system of claim 48, wherein the user is directed to a source for information regarding data suggested by the recommendation.

70. (Original) The system of claim 48, wherein an advertiser learns if the user complied with the recommendation.

Claims 71-94 (Canceled)

95. (Currently Amended) A system, comprising:

<u>hardware</u> means for receiving data at a first hand-held device;

<u>hardware</u> means for determining, at the first hand-held device, a match between the data received at the first hand-held device and data held by a second hand-held device within a short-range communication range of the first hand-held device;

<u>hardware</u> means for creating a log entry in accordance with the match; and

<u>hardware</u> means for providing a recommendation to a user of the first hand-held device relating to the data received at the first hand-held device after one or more criteria have been met,

wherein the criteria include a specification of at least a predefined number of matches between the data received at the first hand-held device and data held by one or more other hand-held devices encountered within the short-range communication range of the first hand-held device.

96. (Previously Presented) A hand-held device, comprising:

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a memory having program code stored therein;

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code; and

a short-range communications interface disposed in communication with the processor;

wherein the program code, when executed by the processor, causes the processor to perform:

determining, at the hand-held device, a match between received data and data held by a hand-held device within a short-range communication range, wherein the received data includes at least an identifier for data held by the hand-held device within the short-range communication range;

creating a log entry in accordance with the match; and

providing, to a user after one or more criteria have been met, a recommendation relating to the received data,

wherein the criteria include a specification of at least a predefined number of matches between the received data and data held by one or more other hand-held devices encountered within the short-range communication range.